

Curriculum Vitae

P. Sol Hart

Doctoral Candidate
Department of Communication
Cornell University

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EDUCATION

- Present **Cornell University**
Doctoral Candidate; Department of Communication
Dissertation Committee: Bruce Lewenstein (Chair), Katherine McComas
(Communication), Tarleton Gillespie (Communication), Paul Slovic
(external member – University of Oregon; Decision Research).
- 2005 **University of Oregon**
M.S. in Environmental Studies
- 2002 **University of California at Davis**
B.S. in Environmental Policy Analysis and Planning.

RESEARCH FOCI

Environmental, Health, Risk, and Science Communication; Mass Communication; Persuasion; Media Effects; Judgment and Decision Making.

GRANTS

- 2008 National Science Foundation. Doctoral Dissertation Research in DRMS: Explicating Thematic and Structural Frame Components for Effective Communication of Global Climate Change to Lay Audiences. Lewenstein, B. V. (PI) & **Hart, P. S.** (co-PI). (funded for \$12,000).
- 2008 Institute for Social Sciences. Smoking Cessation Advertisements and Source Credibility. Byrne, S. (PI); Mathios, A. (co-PI); Avery, R. (co-PI); **Hart, P. S.** (co-investigator). (funded for \$5,850).
- 2007 Cornell University Agricultural Experiment Station (2007). Communicating Global Climate Change. Yuan, C. (PI), **Hart, P. S.** (co-investigator); Nisbet, E. C. (co-investigator). (funded for \$20,000).

DOCTORAL FELLOWSHIPS

- 2008-present Environmental Protection Agency (2008). Science to Achieve Results (STAR) Graduate Fellowship. (Full tuition and living stipend, renewable for three years).
- 2005-2006 Cornell Graduate School Fellowship (Full tuition and living stipend).

PUBLICATIONS

Refereed Journal Articles

- Hart, P. S.**, Nisbet, E. C., Shanahan, J. E. (in press). Environmental values and the social amplification of risk: An examination of how environmental values and media use influence predispositions for public engagement. *Society and Natural Resources*.
- Hart, P. S.** & Leiserowitz, A. A. (2009). Finding the teachable moment: An analysis of information-seeking behavior on global warming related websites during the release of *The Day After Tomorrow*. *Environmental Communication: A Journal of Nature and Culture*, 3, 355-366.
- Gore, M. L., Wilson, R. S., Siemer, W. F., Weiczorek Hudenko, H.A., Clarke, C. E., **Hart, P.S.**, Maguire L. A., & Muter B.A. (2009). Application of risk concepts to wildlife management: special issue introduction. *Human Dimensions of Wildlife*, 14, 301-314.
- Byrne, S. & **Hart, P. S.** (2009). The 'boomerang' effect: A synthesis of findings and a preliminary theoretical framework. In C. Beck (Ed.), *Communication Yearbook 33*, Mahwah, NJ: Lawrence Erlbaum Associates.
- Siemer, W. F., **Hart, P. S.**, Decker, D. J., & Shanahan, J. E. (2009). Factors that influence concern about human-black bear interactions in residential settings. *Human Dimensions of Wildlife*, 14, 174-184.

Refereed Journal Articles under Review

- Hart, P. S.** (June, 2009). One or many? The influence of episodic and thematic climate change frames on policy preferences and individual behavior change. In revise and resubmit for *Science Communication*.
- Byrne, S., Mathios, A. D., Avery, R. J., & **Hart, P. S.** (July, 2009). The unintended consequences of disclosure: Explicit sponsor identification and the cognitive processing of smoking cessation ads. Under review for *Journal of Public Policy and Marketing*.

Refereed Conference Papers

- Hart, P. S.** (forthcoming: December, 2009). The role of political ideology and victim identification in the effectiveness of climate change messages. Paper accepted to be presented at the annual conference for the Society for Risk Analysis. Baltimore, MD.

- Hart, P. S.**, Stedman, R., & McComas, K. (forthcoming: November, 2009). The role of affect in predicting support for climate change initiatives. Paper accepted to be presented at the annual conference for the Society for Judgment and Decision Making.
- Hart, P. S.** (2009). One or many? The influence of episodic and thematic climate change frames. Paper presented at annual conference for the Association for Education in Journalism and Mass Communication Annual Convention, Boston, MA.
- Hart, P. S.**, Nisbet, E.C., & Shanahan, J. (2009). The influence of environmental values and media use on predispositions for public engagement in wildlife management decision making. Paper presented at the annual conference for the International Communication Association, Chicago, IL.
- Nisbett, E.C., & **Hart, P. S.** (2009). Framing global climate change: Cognitive and emotional responses within a competitive message environment. Paper presented at the annual conference of the International Communication Association, Chicago, IL.
- Byrne, S., Mathios, A., Avery, R., & **Hart, P. S.** (2009). The unintended consequences of disclosure: Explicit sponsor identification on smoking cessation ads. Paper presented at the annual conference of the International Communication Association, Chicago, IL.
- Hart, P. S.** (2008). The influence of statistics in climate change frames. Paper presented at the annual conference of the Society for Risk Analysis, Boston, MA.
- Hart, P. S.** & Nisbet, E. C. (2008). Persuasion, Political Ideology, and Social Identity Theory: An investigation into factors that affect efforts to communicate climate change. Paper presented at the annual conference of the Society for Risk Analysis, Boston, MA.
- Nisbet, E.C. & **Hart, P.S.** (2008). Strategic framing, social identity, and public opinion about climate change. Paper presented the 2008 Midwest Association of Public Opinion Research. Chicago, IL.
- Hart, P. S.** (2008). When numbers matter: Using exemplars and statistics in persuasive climate change appeals. Paper presented at the Pathways to Success: Integrating Human Dimensions into Fish and Wildlife Management conference, Estes Park, CO.
- Hart, P. S.** & Nisbet, E. C. (2008). Structural frame components in communicating climate change. Paper presented at the annual International Symposium on Society and Resource Management, Burlington, VT.
- Hart, P. S.** (2008). Market influences on climate change frames in CNN and Fox News climate change broadcasts. Paper presented at the annual conferences of the International Communication Association, Montreal, Canada.
- Hart, P. S.** & Leiserowitz, A. A. (2007). The Influence of the Mass Media on Information Seeking Behavior. Paper presented at the Annual conference of the International Communication Association, San Francisco, CA.

Yang, Z. & **Hart, P. S.** (2007). Does newspaper coverage of breast cancer produce frame-setting effects on teachers' perceptions? Paper presented at the annual conference of the Association of Education in Journalism and Mass Communication, Washington D. C.

Hart, P. S., Nisbet, E. C., & Shanahan, J. E. (2007). Environmental values and the social amplification of risk: An examination of the public response to an outbreak of chronic wasting disease in upstate New York. Paper presented at the annual conference of the Society for Risk Analysis, San Antonio, TX.

Hart, P. S. & Leiserowitz, A. A. (2006). Information-Seeking Behavior and *The Day After Tomorrow*: An analysis of information-seeking behavior on global warming related websites during the release of *The Day After Tomorrow*. Paper presented at the annual conference of the Society for Risk Analysis, Baltimore, MD.

SCHOLARSHIPS AND HONORS

Conferences

Second Place, Society for Risk Analysis student paper competition (2007).
Student Travel Award, Society for Risk Analysis (2007).

Cornell University

Anson Rowe Award (awarded annually to the communication graduate student with the most outstanding record of research) (2008).

University of Oregon

Donald R. Barker Trust Scholarship (2003)
University of Oregon Graduate School Recruitment Award (2003)

University of California at Davis

Regents Scholar Recipient (highest scholarship awarded by the University of California) (1998 - 2002)
Charles Hess Community Service Award Winner (awarded to the graduating male and female senior with the most outstanding record of community service during their undergraduate career) (2002)
Graduated with Highest Honors (2002)
Citation of Outstanding Performance in Environmental Policy Analysis and Planning (2002)
Student Commencement Speaker for the College of Agricultural and Environmental Sciences commencement ceremony (2002)
Eight time member of the UC Davis Dean's Honors List (1998 - 2002)

RESEARCH EXPERIENCE

Visiting Scholar

Decision Research. Eugene, OR (2009)
Performing research on risk communication, judgment, and decision making at Decision Research.

Research Assistantships

Cornell University, Communication (2007)

Worked with Dr. Sahara Byrne to investigate effective communication techniques for smoking cessation advertising.

Decision Research. Eugene, OR (2004-2005)

Worked with Dr. Anthony Leiserowitz to investigate how mass media portrayals of global warming affect related public opinion and risk perceptions. Contributed to the published article: Leiserowitz, A. (2004) Before and after *The Day After Tomorrow*: A U.S. study of climate change risk perception. *Environment*, 46(9), 22-37.

Decision Research. Eugene, OR (2003-2004)

Worked with Dr. Ellen Peters to research emotion and decision making.

TEACHING EXPERIENCE

Instructor

Cornell University, Communication (2007-2008; Cornell Summer Session)

Independently developed and taught *Organizational Writing (COMM 263)*

Teaching Assistantships

Cornell University, Communication (2006-2007)

Lectured, led class discussion, and graded presentations and papers for:

- *Risk Communication (COMM 486)*
- *Communication and the Environment (COMM 421)*

University of Oregon, Environmental Studies (2003-2004)

Lectured, led discussion sections, designed and graded exams and papers for:

- *Environment and the Social Sciences (ENVS 201)*
- *Environment and the Natural Sciences (ENVS 202)*
- *Environment and the Humanities (ENVS 203)*

University of Oregon, Business Administration (2004).

Worked with Drs. Susan and Peter Glaser as a teaching assistant for *Effective Leadership Practices*. Lectured, facilitated discussions, provided coaching for effective speaking and communication strategies in different organizational settings.

Head Graduate Teaching Fellow

University of Oregon, Environmental Studies (2004)

Served as a liaison between the course professor and course GTFs, coordinated GTF discussion sections, lectured, led discussion sections, designed and graded exams and papers for *Environment and the Social Sciences*.

GRE / GMAT Instructor

Kaplan Test Prep. Eugene, OR (2003 – 2006)

Taught Kaplan courses for the GRE and GMAT and served as a private GRE and GMAT tutor. Worked with Kaplan to improve course content.

SERVICE

Cornell University

Communication Faculty Search Committee Student Representative (2007)
Risk Communication Working Group Coordinator (2008 – 2009)

University of Oregon

Alice and Arnold Soderwall Scholarship Selection Committee Member (2004)

ADDITIONAL PROFESSIONAL EXPERIENCE

ASUO Student Senator

University of Oregon. (2004)

Elected representative to the ASUO student senate. Chair of the Academic Senate Committee. Selected to serve as a student senate member of the University Senate (consisting of university faculty and additional staff members).

Ironman Marketing, LLC. Owner and Manager

Ironman Marketing, LLC. Eugene, OR (2003 - 2006)

Founded Ironman Marketing, LLC., a marketing company that promoted health and wellness products. Managed a team of 30 individuals and saw a profit growth rate of 100% per year over a four year period.

Watershed Fellow

Sierra Nevada Alliance (SNA). South Lake Tahoe, CA (June - Oct., 2002)

Facilitated meetings with the Alpine Watershed Group and guided project planning. Promoted and planned the ninth annual Sierra Nevada Alliance conference. Promoted and planned Markleeville Creek Day, a community creek restoration project; doubled community participation compared to the previous year. Served as media coordinator.

Environmental Policy Intern

Planning and Conservation League (PCL). Sacramento, CA (2002)

Worked with a coalition of government representatives, interest groups, and non-profit organizations to write and build support for legislation to end childhood lead poisoning. Served as media coordinator.

Conservation Research Assistant

Oregon Natural Resources Council. Eugene, OR (2001).

Researched current cutting practices for managed forests and effective methods for creating stands with late successional growth characteristics.

Environmental Management Intern

Eugene Water & Electric Board (EWEB). Eugene, OR (1999).

Designed and documented program to reduce SF₆ gas emissions from breakers at EWEB substations.